



CLAYTON CENTURY
FOUNDATION

enriching our community

**Clayton Century Foundation
Board of Directors Meeting Minutes**

**Wednesday, July 30, 2014
Heritage Building, Courtroom
10 N. Brentwood
5:30 pm**

Attendees: Judy Goodman, JJ Flotken, Gary Feder, Gary Krosch, Bob Paster, Cindy Berger, Sally Cohn, Mike Zaccarello, Sarah Melinger, Elizabeth Robb, Richard Lintz, Bev Wagner
Absent: Holly Benson, Ken Goldman, John McCormick, Linda Goldstein, Hugh Scott, Steven Rosenblum, Mont Levy, Scot Boulton, Cheryl Verde, Lee Hanson, Cindy Rapponotti, Michelle Harris, Jill Fisher, Ben Uchitelle, David Anderson, Janet Horlacher,
Guests: Gary Carter, City of Clayton; Amy Rome, The Rome Group
Staff: Sarah Umlauf – Community Resource Coordinator, Brie Cella – Development Coordinator, Patty DeForrest – Director of Parks and Recreation

1. Call to Order

Judy Goodman called the meeting to order at 5:35 pm.

2. Review April 30, 2014 Minutes

In the absence of a quorum, the April minutes were not approved. No changes or comments were submitted.

3. President's Report

Judy Goodman reported that all major CCF funded projects in Shaw Park were completed. Since the last CCF Board meeting, a Ribbon Cutting was held at the Moneta Garden and a dedication event took place at the Enterprise Holdings Pavilion. With continued support from the Andersons, the Dog Park continues to improve. In May, a successful Time Capsule Preview Party was held in Hanley

Park for donors to CCF that had given at the \$1,000 level and above. On the following day, the Centennial Time Capsule was buried at an event that drew many attendees.

The Oak Knoll Playground project is underway and CCF is taking part in that project by donating 2 benches for the site. The playground should be completed in time for the next Musical Nights performance on August 24.

Judy announced that she has had a conversation with Washington University and they are interested in continuing a partnership with the CCF History lecture series and are looking at a topic of Innovation and Entrepreneurship.

Judy reported that Elizabeth Robb had agreed to tackle Board Governance for CCF and Board Development. Judy also asked that each member of the CCF Board of Directors provide 2 names of individuals that they feel could get involved with CCF at the Committee level or at the Board level. Additionally, Judy noted that it was important to have 100% support from the Board of Directors and encouraged members to make a donation for 2014 if they had not already done so.

4. Financial Report

Prior to giving the Financial Report, Gary Krosch noted that CCF recently lost a longtime supporter and friend with the passing of Rick Beard.

Gary presented the Financial Report dated May 31, 2014. After working long and hard with the City of Clayton, Gary can be confident that the dollars reported match what is in the bank. CCF has approximately \$32,000 in unrestricted funds. Page two of the report details restricted funds. Gary noted on the Statement of Cash Flows that CCF has one significant shortcoming and that is individual donations. CCF needs to expand their base of friends to help make up the difference. The Annual Fund Committee will look at capturing support from Party of the Century attendees in the fourth quarter.

5. Projects from the Downtown Master Plan

Gary Carter, Director of Economic Development with the City of Clayton, presented projects conceived in the Downtown Master Plan as funding opportunities for CCF. Gary did note that the projects he is presenting have not been prioritized by the Board of Aldermen. The first project is parklets. The City recently approved the creation of the City's first parklet. Parklets typically take one to two parking spaces and transform them into public spaces. The project is estimated to cost from \$25,000 to \$75,000 depending on design.

Another project for consideration is lighting across the streets. The City looked into the addition of lighting to Central Avenue between Forsyth and Maryland. Due to the varying heights of buildings and potential new development, the

project would require the installation of new light posts and footings at a cost of \$250,000.

Wayfinding is another recommended project. The plan for the project will cost approximately \$60,000 with implementation estimated to cost \$240,000. Gary Krosch noted that Forest Park Forever is spending \$1 million dollars on a similar project and it would be beneficial for Clayton to look at what other communities are doing to help with continuity across the region.

The last project discussed was the addition of live music to Downtown streets on Friday and Saturday nights from June through August. The cost for this is estimated to be \$18,000.

6. Development Report

Steven Rosenblum could not be in attendance to deliver a report from the Major Gifts Committee but Judy noted that the group is focused on raising money for Shakespeare in the Streets and if any members had fundraising ideas, they are encouraged to contact the committee.

Judy then introduced Amy Rome to deliver a report of the Rome Group's Feasibility Study to the board. Amy will return in October to deliver an updated report. Amy reported that the Case for the project was developed and outlined information about the Foundation and the Shaw Park Master Plan Overlay Project. The Rome Group met with 28 individuals in 24 interviews. The group consisted of 12 residents, 14 corporate entities and 2 foundations. In the interviews, nothing negative about Clayton was voiced. The individuals were generally happy with Clayton. People knew the name Clayton Century Foundation but were not clear of their role with regards to the City and not clear on what they had done in the community.

People generally thought that the plan for the park was good but wanted to know how the plan would affect usage of the park.

The interviews revealed that most corporations were committed to other big civic projects this year – namely the CityArchRiver 2015 Campaign and Forest Park's \$100 million Campaign - and would not be contributing to Clayton's civic project.

Residents felt that attracting young families to the park was important as were inviting, attractive entrances. Safety was a concern with regard to entrances.

Amy Rome noted that in moving forward, it was important for CCF to become more well-known and the board should consider diversifying.

Corporations do not see a benefit to their bottom line in park improvements but initiatives that benefit the City in general like wayfinding would be more attractive.

In summary, the initial findings of The Rome Group's study reveal that there is no need for CCF to undertake an \$18 million dollar campaign for the park at this time because the dollars are not out there. CCF will focus on accomplishing smaller projects throughout the park and the City.

JJ Flotken reported that the recent CCF community-wide mailer was, in his opinion, the organization's best mailer to date. Accomplished with the help of Sarah Melinger, Jill Fisher, Judy Goodman and Brie Cella, the mailer did not contain a direct ask but did include a remittance envelope. Since the mailer went out, CCF received a total of 17 donations, covering the costs of mailer. This mailer attracted a higher average donation.

7. CCF Arts Report

Bev Wagner reported on the siting of Ernest Trova's sculpture, Two Standing Poets. Bev provided a brief history of how CCF acquired two Trova sculptures on loan from St. Louis County Parks Department. One of the sculptures was installed in the Moneta Garden. Siting of the second sculpture posed some challenges for CCF Arts. A number of locations were considered but ultimately deemed not appropriate for various reasons.

Most recently, the Clayton Gardens Plaza at the intersection of Kingsbury and North Meramec was proposed. The location serves as a gateway for Clayton and fits in with both the Sasaki Downtown Master Plan and the Public Art Master Plan. Additionally, it has been learned that Ernest Trova once lived near the site.

Last fall, CCF Arts took a formal vote to approve the Clayton Gardens Plaza as the site for the Trova Poets and it passed by a 7-2 vote. Plans include adding a bench to the site along with the sculpture. There are the necessary funds restricted for use by CCF Arts to install the sculpture at the site.

Bev Wagner would like the Board to approve CCF Arts decision to site Two Standing Poets in the Clayton Gardens Plaza and to recommend the sculpture to the BOA as a gift to the City. In the absence of a quorum, a vote by email will be requested of the Board.

8. CCF History Report

Bob Paster presented a video, put together by Paul Mercurio, highlighting the three CCF History historic displays currently on view in the community. The displays include one at the Pierre Laclede Center, one at the County Library, and one at Commerce Bank in Clayton. The displays are an example of what CCF History could exhibit if they build a permanent space. Bob directed the board to view a proposed schematic design developed by Jacobs Engineering to transform space at the Center of Clayton into a display/archive/research center. CCF History will be presenting the design to the CRSWC for their approval. If they receive approval, CCF History will approach the CCF Board for funding. The project is estimated to cost around \$30,000.

Bob also reported that CCF History continues to promote their lecture series. The lecture in May was delivered by the St. Louis County Police historian. Following the lecture, CCF History presented the County Police with 2 lanterns from the old Clayton police headquarters that was once shared with the County. CCF History will retain 2 lanterns for their collection. The next lecture will be on September 17 and will look at the history of lawyers in Clayton. A location for the lecture has not yet been determined.

CCF History members met with Clayton native and Clayton High School Hall of Famer, Richard Rose to discuss his recollections of early life in Clayton.

9. New Business

There was no new business.

10. Next Meeting

The next meeting will be Wednesday, October 29, 2014 at 5:30pm at 10 S. Brentwood Boulevard.

11. Adjourn

The meeting was adjourned at 7:25 pm.